

ABSTRACT

[86] Certain embodiments of the invention may be found in a method and system for modeling sales processes and may comprise acquiring sales process information related to at least one existing business model and defining one or more parameters that may be utilized to characterize a practice related to one or more existing or hypothetical business models. Accordingly, rules may be created based on one or more defined parameters which identifies one or more of the best practices. The created rules may then be utilized to model a new sales process. Rules from best practices may be adaptively combined with one or more received manual inputs. A created rule may be generic and therefore, applicable to a plurality of contexts. A created rule may be specific and applicable to a particular context. Generic and/or specific rules may be combined and utilized to model a sales process.